

# Strategic Plan and Rate Design Outreach: Non-English Communities



February and March 2014

# Methodology and Reach



- The Connections Group (TCG) organized **six focus groups, four community presentations, and one Spanish-speaking TV Town Hall event.**
- The community focus groups and presentations reached participants from **14 ethnicities.**
- The Spanish-Speaking TV Town Hall event was viewed at two key viewing time slots on KUNS-TV (Univision) at which times, it reached nearly **one million** Spanish-Speaking Washington residents.
- All public engagement was conducted by a professional translator in the native language of the participants. Questions and comments of the audience were recorded in their own language and translated for documentation.

# Chinese Community Focus Group



*Many people strongly urged SCL to produce more materials in Chinese, like their bills, and especially applications for the utility discount program.*



# Korean Community Focus Group



*One participant worried there would be no incentive to conserve energy if the fixed costs and rates kept going up. He said “consumers are not going to like this.”*

# Somali Community Focus Group



*If we're truly owners, said one man, can we decide to find a new way of increasing revenues, maybe taxes? Or focus on the big businesses and others that use so much of our energy or services?*



# Vietnamese Community Focus Group



*One retired man on a fixed income said any increase would be a serious burden. Another said, "If I have to pay a little bit more, it won't be a problem."*

# Filipino Community Focus Group



*“According to what we have heard, how do we encourage our neighborhood to save money?”*



# Pan Asian Community Focus Group



*“The basic charge per month will go up a little bit, which is the same service that everyone pays across the board, but the rate that I’m charged for actually using the lights will decrease a little bit,” said one participant summarizing what he heard.*



# El Centro Leadership Community Presentation



*“To me , that sounds like an increase in cost. But given the lower energy costs, maybe not?”*

# Cambodian Community Presentation



*One woman brought her bill with her and said she has been trying to apply for the UDP for three months, after the presentation, City Light Staff attending the event were able to get her enrolled.*



# Spanish-Speaking Community Presentation



*One woman was interested in learning more about conservation techniques and wanted to know more about specific rate design changes and what qualifies as a low energy user.*



# Indian Elders Community Presentation



*For those whose bills are covered in their rent, there is growing concern that landlords are unfairly apportioning rate hikes amongst many renters arbitrarily.*



# Seattle City Light Recap

April 5<sup>th</sup> 2014 11PM

:30 Minute Town Hall Forum



Seattle City Light



A joint partnership with Univision-Seattle and Seattle City Light to educate the Spanish speaking community about electricity conservation and billing.



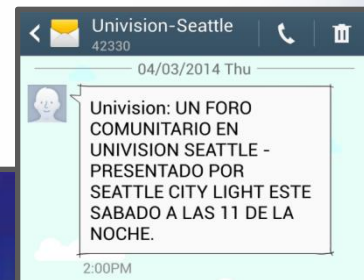
Noticias Univision Seattle News mentions April 3<sup>rd</sup> & 4<sup>th</sup>



Social Media Exposure on Facebook to 18K fans and on Mobile database of 3.5K members



Online Exposure on [www.UnivisionSeattle.com](http://www.UnivisionSeattle.com)



# Key Findings



- This is a complicated subject; but all groups understood the change.
- Participants were familiar with Seattle City Light's recent messages.
- Customers from these communities prefer getting important information from well-connected members of their community.
- Many of these groups are reliant on seeing on TV, hearing on radio and talking about policies, not on reading printed material.



# Key Findings



- Several groups mentioned the rate increases being proposed by both SCL and SPU at the same time – wondering why they can't be staggered.
- The participants were very cost-sensitive and wondered why cost savings and efficiencies can't be used to keep rates stable for a while.
- Customers from our groups often live in multiple-family residences in which the landlord is responsible for apportioning for who pays what.
- Utility discount programs are definitely needed but seldom known, easy to access, simple to fill out or decided in a timely manner.